BUSINESS (BUSN)

BUSN-131 Personal Finance I  2 Credits
Prerequisites: None
Terms Offered: Summer, Fall
This course covers the basic principles needed for effective personal financial management; including creating, organizing, implementing, monitoring, and revising a personal plan to achieve financial objectives and goals. The topics covered include cash management and budgeting, establishing and maintaining good credit; managing consumer credit and student loans, investing in stocks, bonds and mutual funds and tax planning.
Lecture: 2, Lab 0, Other 0

BUSN-132 Personal Finance II  2 Credits
Prerequisites: BUSN-131
Terms Offered: Winter, Spring
This course is a continuation of Personal Finance I and focuses on long-term financial planning. The course covers the basic principles needed for effective personal finance management, including housing decisions, insurance, retirement planning, charitable giving, and estate planning. The course also covers strategies to avoid financial scams, fraud and identity theft.
Lecture: 2, Lab 0, Other 0

BUSN-152 Information Systems  4 Credits
Prerequisites: None
Terms Offered: Winter, Spring
This course focuses on how organizations use information systems to effectively compete in the global economy. Topics include: information systems and their use in today’s global businesses, enterprise applications, the role of information systems in organizational strategy, e-commerce, digital markets and digital goods, IT infrastructure and emerging technologies, database and information management, systems design, telecommunications, the internet, and wireless technology.
Lecture: 4, Lab 0, Other 0

BUSN-191 Business Special Topics  4 Credits
Prerequisites: None
Lecture: 4, Lab 0, Other 0

BUSN-206 Introduction to Marketing  4 Credits
Prerequisites: ECON-201
Terms Offered: Summer, Fall
An overview of marketing’s role in connecting business to consumers will be provided. Emphasis is placed on analyzing the external marketing environment and customers’ needs as a basis for developing a firm’s marketing strategy. Areas of concern include: marketing research, identifying opportunities, market segmentation, targeting customers, consumer behavior, the business-to-business market, business-to-business buying behavior, product and service planning of existing and new offerings, integrated promotion planning, logistics and channel development, and price planning. SAP exercises may be used in this course to illustrate marketing processes.
Lecture: 4, Lab 0, Other 0

BUSN-211 Management Concepts  4 Credits
Prerequisites: None
Minimum Class Standing: Sophomore 2
Terms Offered: Summer, Fall, and as needed
The art and science of management is introduced and examined through multiple perspectives within a global and ethical context. An examination of the functions of a manager (to plan, organize, lead, and evaluate) builds upon the elements of organizational theory and behavioral sciences, leading to topics in motivation and leadership. Principles of organizational structure and design and the importance of management in dealing with the complexity of modern organizations will be emphasized.
Lecture: 4, Lab 0, Other 0

BUSN-212 Organizational Behavior  4 Credits
Prerequisites: BUSN-211
Terms Offered: Winter, Spring
This course provides an overview of human behavior in the organizational context. Topics will include coverage of individual behavior, behavior in organizations, diversity, organizational culture, organizing in an international context, working in teams, and working in organizations.
Lecture: 4, Lab 0, Other 0

BUSN-221 Financial Accounting  4 Credits
Prerequisites: MATH-100 or MATH-191 or MATH-101 or MATH-101X
Terms Offered: Summer, Fall
The principles, practices and procedures used by accountants in processing business data are covered in this course. Units of study include the elements of the accounting cycle plus accounting for cash, accounts receivables, inventory, plant and equipment, investments, intangibles, liabilities, and corporate ownership. Ethical issues are addressed with research into various accounting scandals.
Lecture: 4, Lab 0, Other 0

BUSN-222 Managerial Accounting  4 Credits
Prerequisites: None
Minimum Class Standing: Sophomore
Terms Offered: Winter, Spring
The use of financial information in the making of managerial decisions is the focus of this course. Subject areas include the calculation of the costs of products and services, budgeting, performance analysis, cost-volume-profit analysis, and assessing relevant costs. This course also addresses the ethical issues in managerial accounting. It is highly recommended that students take BUSN-221 prior to taking this course.
Lecture: 4, Lab 0, Other 0

BUSN-271 Statistics for Business  4 Credits
Prerequisites: MATH-100 or MATH-191
Terms Offered: Summer, Fall
Introduction to statistical methods to support quantitative decision analysis for solving business problems. Topics covered include probability, sampling, estimation, hypothesis testing, analysis of variance, and linear regression.
Lecture: 4, Lab 0, Other 0
BUSN-272  Quantitative Business Analysis  4 Credits  
Prerequisites: BUSN-271 or MATH-310 or MATH-408 or MATH-258  
Terms Offered: Winter, Spring  
Mathematical knowledge will be applied to solve business problems in the workplace. This course focuses on real-world, quantitative situations that managers will actually face every day on the job, or in personal life. The emphasis is on applications to problems in accounting, finance, marketing, production, operations and economics. Methods applied include linear and non-linear equations, geometric series, time-value of money, and the utilization of spreadsheet software to perform computational procedures. It is highly recommended that students take BUSN-221 or BUSN-222 prior to taking this course.  
Lecture: 4, Lab 0, Other 0

BUSN-303  New Venture Creation: Entrepreneurship  4 Credits  
Prerequisites: None  
Minimum Class Standing: Sophomore  
Terms Offered: Winter, Spring  
The development of an innovative product, service or delivery method into a feasible business model will be the focus of this course. Students will identify a particular customer need that can be met with a novel approach using a combination of resources, including technology, marketing or financial acumen. Student teams will develop a business plan and stakeholder/investor presentation suitable for actual funding in one of the following areas: New Venture Entrepreneurship, Social Entrepreneurship or intrapreneurship.  
Lecture: 4, Lab 0, Other 0

BUSN-304  Intrapreneurship and Innovation Development  4 Credits  
Prerequisites: None  
Minimum Class Standing: Junior  
Terms Offered: Winter, Spring  
Intrapreneurship, the activity of value creation within an existing enterprise, is presented to prepare students to be innovators in their employing organizations. Strategies are introduced to innovation development as practiced by exemplary innovators. Structures are presented that support a successful innovation development environment. Processes utilized for innovation development are contrasted and a general approach is presented with specific application to a course project. Tools and techniques are presented and practiced by students during the completion of the project requirements.  
Lecture: 4, Lab 0, Other 0

BUSN-331  Financial Management  4 Credits  
Prerequisites: BUSN-222 or MATH-350  
Minimum Class Standing: Junior  
Terms Offered: Summer, Fall and as needed  
The role financial management plays in the successful operation of a business enterprise will be identified and discussed. Subject areas include financial statement analysis, risk and return, debt and equity valuation, capital structure management, capital budgeting, and working capital management. Ethical issues facing managers are also emphasized.  
Lecture: 4, Lab 0, Other 0

BUSN-332  Financial Markets  4 Credits  
Prerequisites: BUSN-222  
Terms Offered: Winter, Spring  
Students will be provided with (1) the theoretical models that underlie the value of stocks and bonds and how these instruments are purchased, (2) an understanding of various financial securities and the financial institutions that create and trade them, (3) investment alternatives such as derivative products, mutual funds, foreign exchange, and commodities.  
Lecture: 4, Lab 0, Other 0

BUSN-342  Product Marketing Management  4 Credits  
Prerequisites: BUSN-341  
Terms Offered: Winter, Spring  
A foundation of knowledge and skills necessary to be an effective Product Marketing Manager will be provided. Students will learn how to effectively manage products throughout their entire lifecycle. The class will cover the critical aspects, both on the strategic and tactical levels that are necessary so that product marketing is an ongoing learning experience to ensure continuous improvement.  
Lecture: 4, Lab 0, Other 0

BUSN-361  Lean Operations Management  4 Credits  
Prerequisites: BUSN-211  
Minimum Class Standing: Junior  
Terms Offered: Summer, Fall  
Students will be provided with an overall understanding of the management of operations activities for both services and manufacturing enterprises. Operations strategies are introduced which identify competitive priorities to support enterprise strategies. Process analysis and quality control tools are introduced within a framework of the principles of Total Quality Management. Methods for the planning and management of operational resources are outlined with applications in services, manufacturing and distribution. The philosophy and techniques of Lean Systems are developed including applications in lean manufacturing and service industries. Lean methods are contrasted with Traditional Operations Management approaches common to many businesses. ERP simulation instruction is utilized to develop skills in resource planning and understand the importance of enterprise systems in managing businesses.  
Lecture: 4, Lab 0, Other 0

BUSN-362  Lean Supply Chain Management  4 Credits  
Prerequisites: BUSN-361  
Terms Offered: Winter, Spring  
Students will be provided with an overall understanding of the management of operations activities of Supply Chain Management (SCM). The course covers concepts, trends and technologies that enable global SCM. Students will learn how customer needs, competitive advantage, operational measures and financial performance support successful implementation of SCM. They will also learn how operational activities including information systems, procurement, demand planning and forecasting, inventory management, and logistics support organizational goals. The philosophy and techniques of Lean Systems are applied to SCM. Lean methods are contrasted with Traditional Operations Management approaches common to many businesses. ERP simulation instruction is utilized to develop skills in logistics and demonstrate the importance of enterprise systems in managing the supply chain.  
Lecture: 4, Lab 0, Other 0

BUSN-371  Business Analytics  4 Credits  
Prerequisites: BUSN-272  
Terms Offered: Summer, Fall  
This course introduces students to an important business trend in the utilization of “Big Data” for business intelligence. The course will include coverage of data mining techniques, and the data infrastructure required to support business analytics. Software tools will be applied at an introductory level to provide students with hands-on experience in data mining. Assigned projects will require students to apply their knowledge to develop and critically evaluate actionable initiatives for business analytics.  
Lecture: 4, Lab 0, Other 0
BUSN-382 Introduction to Strategy  2 Credits  
Prerequisites: BUSN-221 and BUSN-222 and BUSN-331 and BUSN-341 and BUSN-361  
Terms Offered: Winter, Spring  
Introduction to strategy formulation. Topics included are an understanding of the business the firm is in, determining how to position the strategic unit within this business environment, and developing the capabilities to compete in a competitive environment. These topics will be analyzed on both the strategic and functional levels.  
Lecture: 2, Lab 0, Other 0  

BUSN-383 Strategy Integration I  2 Credits  
Corequisites: BUSN-382  
Prerequisites: None  
Terms Offered: Winter, Spring  
This lab engages students in all areas of profitable enterprise management: Accounting, Finance, Information Systems, Management, Marketing, and Supply Chain. The simulation gives students an opportunity to design and implement a competitive business strategy which is based on the many research studies in the simulation.  
Lecture: 0, Lab 2, Other 0  

BUSN-401 International Business  4 Credits  
Prerequisites: None  
Minimum Class Standing: Junior  
Terms Offered: Summer, Fall  
Introduction to international business and management by studying cultural differences, various governmental regulations, and business structures in a global economy. Other topics include legal and labor agreements, international finance, trade relations, production operations, information technology, global marketing, and human resources planning and development for multinational corporations.  
Lecture: 4, Lab 0, Other 0  

BUSN-402 Business Law  4 Credits  
Prerequisites: None  
Minimum Class Standing: Junior  
Terms Offered: Winter, Spring  
An introduction to the law and legal institutions in society, with emphasis on areas of law relevant to business. This class is open to both business and non-business students. Course topics include the fundamentals of business law and all of the major components.  
Lecture: 4, Lab 0, Other 0  

BUSN-411 Project Management  4 Credits  
Prerequisites: None  
Minimum Class Standing: Junior  
Terms Offered: Summer, Fall  
Managing projects within an organizational context, including the processes related to initiating, planning, executing, controlling, reporting, and closing a project. Project integration, scope, time cost, quality control and risk management are addressed in a student-developed personal or work-related project. This course will highlight the importance of people, process and technology in the efficient execution of a project. This course will introduce the use of project management software to organize and track a project’s progress. Project management skills are important in any career endeavor.  
Lecture: 4, Lab 0, Other 0  

BUSN-433 Strategic Investment Mgmt  4 Credits  
Prerequisites: BUSN-331 and BUSN-332  
Terms Offered: As needed  
An in-depth understanding of investments is provided. Students develop an understanding of debt and equity securities as well as derivatives. Theories of investment strategies and techniques are applied through course assignments and case analyses. Topics include the relationship between risk and return, portfolio management theories, behavioral finance, equilibrium arbitrage theories, market efficiency, and security analysis.  
Lecture: 4, Lab 0, Other 0  

BUSN-456 Database Management Systems  4 Credits  
Prerequisites: BUSN-152  
Minimum Class Standing: Junior  
Terms Offered: As needed  
Introduction to the concepts, principles, issues and techniques for managing corporate data resources. Techniques for managing the design and development of large database systems including logical data models, concurrent processing, data distribution, database administration, data warehousing, data cleansing, and data mining will be covered.  
Lecture: 4, Lab 0, Other 0  

BUSN-482 Advanced Strategy  2 Credits  
Prerequisites: BUSN-382 and BUSN-383  
Terms Offered: Winter, Spring  
This course builds on knowledge from the prerequisite strategy courses with the addition of the topics of formulating long-term objectives and strategic considerations in the global environment. These topics will be analyzed on both the strategic and functional levels.  
Lecture: 2, Lab 0, Other 0  

BUSN-483 Strategy Integration II  2 Credits  
Corequisites: BUSN-482  
Prerequisites: BUSN-382 and BUSN-383  
Terms Offered: Winter, Spring  
This course will provide students with an overview of strategic implementation with a project focus.  
Lecture: 0, Lab 2, Other 0  

BUSN-484 Business Design Project  4 Credits  
Prerequisites: BUSN-482 and BUSN-483  
Terms Offered: Summer, Fall  
This course represents the Business capstone, and engages students in work with organizations in the community to promote targeted strategic change initiatives.  
Lecture: 0, Lab 4, Other 0  

BUSN-522 Business Statistics  4 Credits  
Prerequisites: None  
Solving complicated business programs in today’s increasingly competitive global marketplace demands new thinking and new skills. This course is designed to provide insight for learners about how to collect, analyze and interpret data in order to make sound business decisions. Probability analysis, sampling, hypothesis testing, descriptive and inferential statistics along with additional tools and techniques used by business professionals in market research, business forecasting and risk mitigation are employed.  
Lecture: 4, Lab 0, Other 0